



JURNAL JILP

(Langue and Parole)

Vol. 2 No. 1 ISSN : 2579-5449

E-ISSN : 2581-1819 (media online)

A DISCOURSE ANALYSIS OF HEGEMONIC MASCULINITY ON TV ADVERTISEMENTS

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Abstract

This research entitled “A Discourse Analysis of Hegemonic Masculinity on TV Advertisements” aims to identify cohesion, context and coherence when research the hegemonic masculinity on TV advertisement, identify representations of masculinity on TV advertisement, and analyze hegemonic masculinity realized on TV advertisement.

This research uses discourse analysis approach. Where, the researcher used descriptive research method, which aims to create descriptions, as well as describe the data naturally from TV advertisement about hegemonic masculinity. And in collecting data researcher use techniques see, hear and record, then classified and analyzed.

In this research found 5 of 5 categories by Halliday and Hasan (1976) are: reference, substitution, ellipsis, conjunction and lexical cohesion. Then 8 categories of context in advertisement according to Cook (1992) are: substance, music and picture, paralanguage, situation, a joint text, intertext, participants. Furthermore according to Reinhart (1980) that coherence is categorized into 3 categories namely: connectedness, consistency and relevant. Finally, the discovery of masculinity and hegemonic masculinity based on the concept of Connell (1995) on TV advertisement. Based on the results of this research, researcher concluded that the advertisement on TV, which where the advertisement of male products on TV contained full of messages in the form of hegemonic masculinity in it.

Keywords: Cohesion, Context, Coherence, Masculinity, Hegemonic Masculinity

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I INTRODUCTION

Representations of gender in advertisements provide powerful models of behavior to emulate or react against. Masculine images typically convey power, strength, virility, athleticism, and competitiveness, whereas feminine images show beauty, submissiveness, nurturance, and cooperation. Such themes appear repeatedly in popular culture (including advertisements) and are often accepted by those who see them as natural aspects of the human condition.

The dominance of hegemonic masculinity can be seen in all aspects of media. From music videos, television or movies. Hegemonic masculinity has been constructed in a particular

view for consumers. Hegemonic masculinity is comprised of a limited amount of representation afforded to men in our society. Dominant images present what is deemed acceptable behavior and appearance to be considered a *real* man. According to R.W. Connell masculinity exists in a hierarchy based on different social positions, thus the hegemonic masculinity is “The ‘most respected’ or on top of the hierarchy of masculinity (2000:10). Connell (1995:77) defines hegemonic masculinity as “The configuration of gender practice which embodies the currently accepted answer to the problem of the legitimacy of patriarchy, which guarantees (or is taken to

doi.org/10.5281/zenodo.2404979

Jurnal JILP (Langue and Parole) Vol. 2 No. 1 (2018) ISSN : 2579-5449

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guarantee) the dominant position of men and the subordination of women.”

The notion of hegemony has its roots in the writing of Gramsci and is an essentially a position of dominance attained through relative consensus rather than regular force, even if underpinned by force (Gramsci,1971). The consensus is one that is built among those who benefit from the promotion of masculinity, as well as many of those who are oppressed by it, notably women. Hegemonic masculinity is as much for women as for men a cultural ideal of manhood, which is rewarded by women's interests, attention, and efforts to replicate this ideal in their male relatives and associates.

In this research, researcher took a research of the advertisement on TV with the concept of hegemonic masculinity based on the advertisement of male products, the advertisement are: *Nivea Men Deo : Black & White (2016)*, *Vaseline Men : Stunt Double TVC (2011)*, *Marlboro Advertisement - Be Retail (2014)*, *L.A Bold-My Kind of Bold (2016)*, *L.A Bold – Be Bold 1Advertisement (2016)*. The example, data sample is taken from the advertisement *Marlboro – Be Retail (2014)* where in this advertisement shows the activities

of men who love adventure and face challenges it is shown in the words “Be Bold, Be Strong, Be Brave, Be Daring, Be Free” but when the word “Be Free” appears, a woman who is enjoying a party is depicted, this is in sharp contrast to the previous words, in which each previous word appears only portrayed by a man. Because of that, why does the word “Be Free” have a meaning which contains the meaning that women are “Free” or freedom for men, herein lies the concept of hegemonic masculinity, that is involving both men’s domination over women.

Lots of advertisement use statements that are not directly related to the advertised product, the difference in interpretation in the meaning of the advertisement, so the advertisement have different meanings on each audience, with the reasons, the researcher take the topic of this masculinity, to analyze things which is related to masculinity, especially the hegemonic of masculinity in tv advertisement. Researcher have an interest in this research because there are still many gender inequalities found in the modern period, especially in advertising media.

II RESEARCH METHODS

In this research, researcher used descriptive research method. Descriptive research method is a method that aims to create a description, meaning create a picture, painting in a systematic, factual and accurate data, properties and relationships phenomena studied. In language research, descriptive research methods tend to be used in qualitative research, especially in data, as well as describe the data naturally (Djajasudarma,2006:9).

III RESEARCH FINDING

Cohesion is harmony of structure grammatical, textual, context-creating. Cohesion, one component of textual function, is realized by lexicogrammatical units in a discourse. In this research, researcher will use the theory of Hasan and Halliday to determine the cohesion on TV advertisements. Halliday and Hasan (1976) identify five general categories of cohesion

In analyzing the data, the researcher uses the identity method and distributional method (Djajasudarma,2006:66). The identity method, the determining tool is the

element outside the language, while the distributional method using the language element determinant itself.

devices that create coherence in texts: reference, substitution, ellipsis, conjunction, and lexical cohesion.

Context is all relevant knowledge that helps us understand the text. Context may be viewed as text, as situation, or as knowledge (cognitive, sociocultural). According to Cook (1992:1), the context in advertisement discourse includes:

doi.org/10.5281/zenodo.2404979

Substance, music and pictures, paralanguage, situations, a joint text, intertext, participants, function.

Coherence is harmony of meaning lexicogrammatical, pragmatic, context-dependent. Definition of coherence held by Reinhart (1980) is that coherence is composed of the semantic and grammatical connectedness between discourse and context. According to him, coherence comprises three elements: connectedness, consistency and relevance. Coherence can be

determined after identifying cohesion and context.

Based on theories, researcher identified five advertisements such as : First, researcher identifying cohesion that are on TV advertisement Nivea Men Deo : Black & White (2016).

Grammatical elements that words “*And, No*”(conjunction additive). Additive conjunction acts to structurally coordinate or link by adding to the presupposed item divided into positive (and, also, moreover, in addition) and negative (not). In this advertisement there is the word And, so it includes additive conjunction positive, and no is additive conjunction negative.

“*It*” (substitution), substitution is a word is not omitted, as in ellipsis, but is substituted for another, more general word. In this advertisement, Nivea Black & White is noun and its pronoun could be “*it*” This works in a similar way with pronouns, which replace the noun.

“*That*” (anaphoric grammatical reference element), anaphoric reference is reference occurs when the writer refers back to someone or something that has been previously identified, to avoid repetition. That refers to yellow stains on your shirt.

Lexical elements that words, “*Nivea Men Black & White, And, Yellow stains on your white shirt*” (reiteration lexical element). The most direct form of lexical cohesion is repetition of a lexical item, and in this advertisement, the word Nivea Men Black & White, And, Yellow stains on your white shirt is experiencing repetition.

Seen the context, this is a deodorant advertisement for men so that there are no more yellow stains left on the clothes. Advertisement tell there were three men wearing white clothes, and almost had the same activities, but because they used different deodorants, one of the three

men found that his shirt did not leave yellow stains on the armpits, so that he saw two other female men in disgust, while a man with no stains on his clothes, confidently raised his hands while dancing beside the women. After identifying cohesion, context and by looking at connectedness, consistency and relevance, this advertisement included into the advertisement cohesion and coherence,

because the lexicogrammatical elements are interconnected and coherence elements are complete.

Second, researcher identifying cohesion that advertisement on TV, Vaseline Men : Stunt Double TVC (2011). In this advertisement, found grammatical elements and lexical elements. Grammatical elements that words “*He*” (Anaphoric Reference) of stuntman. Anaphoric Reference is reference occurs when the writer refers back to someone or something that has been previously identified, to avoid repetition. He in this advertisement refers to stuntman.

“*This doesn’t work*” (Cataphoric Reference). Cataphoric Reference is reference forward as opposed to backward in the discourse. Something is introduced in the abstract before it is identified. This in advertisement refers to the director's form of protest against the dark spots on the face that are owned by the stuntman. “*And, No*” Conjunction (Additive Conjunction). And Lexical elements, that word “*Vaseline Men Face Scrub*”, Reiteration (Repetition).

Seen the context, this advertisement is a facial scrub for men to look clean, and bright and no longer a dark spot on the face. Advertisement tell the filming process with the action scene requires the director to provide stuntman, when the shooting process begins suddenly the director tells him to stop, this is because the stuntman has a dull face, and has a dark spot on the face, this is very different from the actor he replaced, who has a clean and bright face. this advertisement tell there were three men wearing white clothes, and almost had the same activities, but because they used different deodorants, one of the three men found that his shirt did not leave yellow stains on the armpits, so that he saw two other female men in disgust, while a man with no stains on his clothes, confidently raised his hands while dancing beside the women. After

identifying cohesion, context and by looking at connectedness, consistency

and relevance, this advertisement included into the advertisement cohesion and coherence, because the lexicogrammatical elements are interconnected and coherence elements are complete.

Third, researcher identifying cohesion that advertisement on TV, Marlboro Advertisement - Be Retail (2014). In this advertisement, found grammatical elements and lexical elements. Grammatical elements, that words "*You can say yes or say no*" (Ellipsis). Ellipsis happens when, after a more specific mention, words are omitted when the phrase must be repeated. After word or on the sentence "*You can say yes or say no*" should be "*You can say yes or you can say no*." "*Or*" Conjunction (Corrective), the elaborated element is not simply restated but reinstated, summarized, made more precise or in some other way clarified for the purposes of discourse. One way is corrective, in this advertisement the corrective word is or.

Lexical Cohesion, that word "*Be And Never say maybe ... Never say maybe*" Repetition (Repetition), and "*Bold, Strong, Brave, Daring*" (Synonymy). Synonym is used to mean 'sameness of meaning', and Bold, Strong, Brave, Daring have the same meaning.

Seen the context, this advertisement is a cigarette advertisement, which tells how to be a respected man. Advertisement shows some men with adventurous souls and likes the appropriate challenge from the words in this advertisement "Be True, Be Bold, Be Strong, Be Brave, Be Free, Be Heart, Be Inspired." Mountain climbing, diving, ice skating, exploring, music, technicians, all these things they do for a man to be respected, and this is in accordance with the advertising theme of "Be retail." After identifying cohesion, context and by looking at connectedness, consistency and relevance, this

advertisement included into the advertisement cohesion and coherence, because the lexicogrammatical elements are interconnected and coherence elements are complete.

Fourth, researcher identifying cohesion that advertisement on TV, TVC L.A Bold-My Kind of Bold (2016). In this advertisement, found grammatical elements and lexical elements. Grammatical elements that words "*This is*"

(Cataphoric Reference), "*And*" Conjunction (Additive Conjunction).

Lexical Cohesion, "*My kind of*" Repetition (Repetition), "*Playground and Game*" Repetition (Synonym or Near-Synonym). The playground word in this advertisement almost has the same meaning as the game, so it's included in Near-Synonym. "*Playground, Game And Party, Music, Dance*" (Collocation). Collocation is lexical cohesion which depends upon their tendency to co-occur in texts. In this advertisement, there is a strong collocational bond between Playground and Game, among Party, Music and Dance.

Seen the context, this is a cigarette advertisement, which tells how the daily activities of office workers who love his life. Advertisement shows a man who is satisfied with his life, all the things he does like working, doing his hobby or about women, all for him is his world, and he enjoys it very much. After identifying cohesion, context and by looking at connectedness, consistency and relevance, this advertisement included into the advertisement cohesion and coherence,

because the lexicogrammatical elements are interconnected and coherence elements are complete.

Fifth, researcher identifying cohesion that advertisement on TV, L.A Bold-Be Bold Advertisement (2016). In this advertisement, found grammatical elements and lexical elements. Grammatical elements, that words "*You will be*" (Ellipsis), "*And*" Conjunction (Additive). Lexical Cohesion "*You will, Be, And, Bold*" Repetition (Repetition), "*Wild and Free*" (Collocation). Collocation is lexical cohesion which depends upon their tendency to co-occur in texts. In this advertisement, there is a strong collocational bond between Wild and Free.

Seen the context, this is a cigarette advertisement which tells about the life of a man who wants to be the leader, and can express himself to be what he wants. This advertisement tells a man who is very attractive both in his work and in his daily activities. While working he is very passionate and assertive, and if he is free outside to be an open person, enjoy all the fun that exists, and dare to express himself to be the foremost soul. After identifying cohesion, context and by looking at connectedness, consistency and relevance, this advertisement included into the advertisement cohesion and

coherence, because the lexicogrammatical elements are interconnected and coherence

Masculine images typically convey power, strength, virility, athleticism, and competitiveness. Connell (1995:71) defines masculinity as “simultaneously a place in gender relations, the practices through which men and women engage that place in gender, and the effects of these practices on bodily experience, personality and culture.” To realize the theory of masculinity by Connell, the researcher uses two categories of context in advertisement from Cook (1992:1), that are picture and paralanguage in researching masculinity in TV advertisement.

First, on advertisement “*Nivea Men Deo : Black & White (2016)*” Masculinity against men in this advertisement is seen from a clean appearance of a man who does not have *yellow stains* on his armpits and is also supported by an attractive face, because with this appearance a man can be said to be masculine, because it is an appearance desired by women.

Second, “*Vaseline Men : Stunt Double TVC (2011)*” Masculinity in this advertisement, seen from the action scene by an actor, but the heroic action was replaced by a stuntman, so that masculinity in this advertisement was seen from a stuntman who was fighting his enemy. The greatness of the stuntman is recognized by the actor, and other crew, it seems clear that action is In this research, the researcher using

Raewyn Connell’s concept of hegemonic masculinity (Connell, 1987) “Serves as an analytical instrument to identify those attitudes and practices among men that perpetuate gender inequality, involving both men’s domination over women and the power of some men over other (often minority groups of) men.” In researching the hegemonic masculinity in this advertisement, researcher conduct research.

Nivea Men Deo : Black & White (2016), this is a deodorant advertisement for men, this advertisement tries to compare one man to another, which is shown in the sentence “*If you live little the worl in your round*” the difference between these three men lies in the presence or absence of yellow stains on their armpits, and “*The reality is not like that*” this sentence shows that there is a fact that among the three guys dressed in white, only one does not leave a yellow stain on his shirt, and at the end of the

elements are complete.

a masculinity of a man, because it can show a man's toughness.

Third, “*Marlboro Advertisement – Be Retail (2014)*” In this advertisement almost everything reflects a masculine man, “*Bold, Strong, Brave, Daring*” with the depiction of a mountain climber, a man who dares to jump into the pool from the high ground without fear, and the desert traveler sand which the word “*Be Daring*” which has the same meaning as masculine is emphasized at the time this image is displayed.

Fourth, “*TVC L.A Bold-My Kind of Bold (2016)*” Masculinity in this advertisement is shown by a figure of a well-dressed man, with office suits, standing and talking in front of everyone with confidence, and drawn this advertisement written the words “*My kind is playground*”, indicating he is a hard worker and very ambitious, this side of masculine is seen.

Fifth, “*L.A Bold - Be Bold Advertisement (2016)*” The masculinity in this advertisement is contained in the word “*Be bold and rule the world*” Where in this advertisement is shown a man who does whatever he wants, all things he will achieve as if he is challenging the world (rule the world), and *Bold* is a feature possessed by masculine men.

advertisement, this man can dance with ease surrounded by a woman by raising her hands.

This advertisement shows the existence the power of some men over other minority groups of men, or in other words that men with attractive appearance are more favored than others, so the concept of hegemonic masculinity appears in this advertisement.

Vaseline Men : Stunt Double TVC (2011) this advertisement are drawn two figures of men who have differences on the face, one is dull-faced with a dark spots on his face and the other men is bright-faced. “*No! No! this doesn't work!*” the director said this because, if the shooting process continued then the results were very bad, and “*Look, his face has so many dark spots, anyone can tell he's not ken!*” because with that face, other people will think that he is not the actor, therefore a man who has that dark spots or the stuntman can damage the filming.

Indirectly the director through his words emphasized the existence of an advantage on the

part of the actor's face compared to the face of the stuntman. The existence of this depiction indicates the existence of hegemonic masculinity, that is the power of some men over other minority groups of men. The power in this advertisement is showing the advantages in terms of face.

Marlboro Advertisement – Be Retail (2014), in this cigarette advertisement, when all the activities that symbolize courage are played by the man when the word "*Be Free*" is shown by a smiling and moving woman.

The word "*Free*" in the advertisement shows that a man feels free if there is a woman or can be understood also that woman is a freedom for a man, it shows the concept of hegemonic masculinity that is, involving both men's domination over women.

TVC L.A Bold-My Kind of Bold (2016), is a cigarette advertisement, where the model is played by a man, in a single sentence in the

advertisement saying "my kind of game", this word indicates a hegemonic masculinity element in the advertisement, because this advertisement seems to say if a woman is just a game, according to the concept of hegemonic masculinity that is involving both men's domination over women.

L.A Bold-Be Bold Advertisement (2016) is a cigarette advertisement, where the model is played by a man, in a single sentence in the advertisement saying "*You will be free, play*" when mentioning the word play, displayed a woman whose gaze seemed to be fascinated by the man in front of her.

This advertisement shows the existence of hegemonic masculinity, because the word play shows that the woman is only to play for men, so that it can be said that in this advertisement, the woman's position is lower than that of a man or involving both men's domination over women.

IV CONCLUSION

From the research that has been done about the hegemonic masculinity on TV advertisement, the researcher concludes that:

1. In the five advertisements about the hegemonic masculinity research, which has been identified the elements of cohesion, context, and coherence, it finds reference, hyponymy, ellipsis, and conjunction elements in which this is a grammatical element. In addition there are also three lexical elements, namely reiteration, synonymy, and collocation. Grammatical and lexical only focus on text, while discourse research not only focuses on text but context is included. The researcher included a research context in her research, so found one main idea in the five advertisements that research, namely the hegemonic masculinity. Due to the integration between cohesion and context in advertisement, it can be concluded that the five TV advertisement about hegemonic masculinity is coherence.

2. Advertisement on TV, while producing their products use more models with good posture and good looks, the average advertisement of male products played by handsome men and have a good body. Of the five TV advertisement under research, all

advertisement models have two things. In addition to the physical, masculinity aspects of the advertisement can be seen from the activities performed by the advertisement model, which the activity can make him look masculine.

3. In the male product advertisement, the man is the model in the advertisement, there are still hegemonic masculinity realized, where the position of the woman is lower than the male or the position of a man is below the other men. In research conducted by researcher, the position of man under other men can be seen from the imbalance of the number of people, and strength, and other things that is the difference in the benevolence of a man's good looks. Women's lower position in advertising can be seen that women are just a medium of entertainment, or just a form of freedom from a man, so it can be said that the woman is a pleasure.

4.2 Sugestion

Suggestions given based on the research conducted are :

The number of advertisement that put the model ahead of innovation, creations, or morals in the advertisement itself, unconsciously generates gender inequality in advertisement. Advertisement will be better if packaged as

creative as possible, have a moral, without bringing the physical features of the advertisement model, or the absence of any undermining of gender issues, an imbalance between the positions of men and women. The advertiser only prioritizes the desire of the audience, so the change needs to start first from the self of the audience itself. So with this research, readers who always watch the

advertisement daily, to be able to start carefully attention to advertisement that bring the concept of hegemonic masculinity, start liking advertisement that emphasize creativity, and put forward the moral in the making of advertisement, in order to hegemonic masculinity themed advertisement, reduced, or better lost, in the absence of enthusiasts.

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